



Marina Puerto Cancun, Mexico

In its Pleasure Boating Guide, the U.S. Department of Commerce ranks Mexico as the second largest export market for the U.S. marine industry, and the U.S. is the largest exporter of marine products to Mexico. The marine industry has experienced double-digit growth since 2017 and this trend is expected to continue. There are almost 200,000 registered boats in Mexico and among the four major marine hubs in Mexico, the Cancun area is second in the volume of marine product imports. The United States-Mexico-Canada Agreement affords U.S. origin exports duty-free status making for streamlined market entry. Mexico boasts over 40 marinas and Cancun offers state-of-the-art dry storage and luxury accommodations making it a world-renowned yachting destination.

In just its second year, the 2022 Cancun International Boat Show (CIBS) doubled in size, and registrations for CIBS 2023 are tracking 20% greater than last year. The 2023 Cancun International Boat Show will feature over 100 marine brands on display from over 85 exhibitors. More than 10,000 visitors from 20 countries are expected to attend the show. Last year, 68% of visitors were in the process of buying a boat, 65% owned two or more homes, 45% had an annual income over \$250,000 USD, and 25% had an annual income over \$1,000,000 USD.

Who should exhibit?

- Boat Builders
- Manufacturers of marine products
- Marine Service Providers
- Wholesalers
- Dealers/Brokers
- Retailers
- Manufacturer's Representatives
- Marinas/Boatyards

A turnkey 9 square meter (100 square feet) booth (including vinyl wall graphics and furniture) starts at \$2,200 USD and other booth sizes are available. Exhibitors will also have the option of displaying boats in the marina or on-shore in static displays. As an added feature, the Florida-based show organizer can arrange shipping to and from the event.

SelectFlorida Target Sector Trade Event Grants are available for only a limited number of qualified Florida companies, and funding is awarded on a first-come, first-served basis. These grants will reimburse exhibitors for 75% of the cost of a turnkey booth up to \$5,000.

For more information
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